

CONTRACT



WREG-TV
803 Channel 3 Drive
Memphis, TN 38103
(901)543-2333

www.wreg.com

And:

Strategic Media Placement
Attention: Whitney Eversole
7669 Staggers Loop
Delaware, OH 43015

<u>Contract / Revision</u> 587278 /		<u>Alt Order #</u> 7915883
<u>Product</u> FLINN/C/R		
<u>Contract Dates</u> 10/31/12 - 11/06/12		<u>Estimate #</u> 3157
<u>Advertiser</u> Flinn, George/R/Congress		<u>Original Date / Revision</u> 10/30/12 / 11/02/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WREG	<u>Account Executive</u> Fran Berg	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	METRC	10/31/12	11/02/12	WREG-TV News 3 Daybreak 6-7am			:30			NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	--WTF--				3	\$350.00			
N 2	METRC	11/05/12	11/06/12	WREG-TV News 3 Daybreak 6-7am			:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	MT-----				2	\$350.00			
N 3	METRC	10/31/12	11/02/12	CBS This Morning	7-9am		:30			NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	--WTF--				3	\$150.00			
N 4	METRC	11/05/12	11/06/12	CBS This Morning	7-9am		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	MT-----				2	\$150.00			
N 5	METRC	11/03/12	11/03/12	News Channel 3 Daybreak	6-9am		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-----S-				1	\$200.00			
N 6	METRC	11/04/12	11/04/12	WREG-TV News 3 Daybreak 6-8am			:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-----S				1	\$200.00			
N 7	METRC	11/04/12	11/04/12	CBS Sunday Morning	8-9:30am		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-----S				1	\$500.00			
N 8	METRC	11/04/12	11/04/12	Face the Nation	9:30-10am		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-----S				1	\$1,000.00			
N 9	METRC	10/31/12	11/02/12	Price Is Right	10-11am		:30			NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	--WTF--				4	\$225.00			
N 10	METRC	11/05/12	11/05/12	Price Is Right	10-11am		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	M-----				1	\$225.00			
N 11	METRC	10/31/12	11/02/12	WREG-TV News 3 @ Noon	Noon-12:30pm		:30			NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	--WTF--				4	\$250.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision	Alt Order #
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Contract Dates	Product	Estimate #
10/31/12 - 11/06/12	FLINN/C/R	3157

Advertiser	Original Date / Revision
Flinn, George/R/Congres:	10/30/12 / 11/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount	
												Totals	
												Spots	Amount
		Start Date	End Date	Weekdays				Spots/Week	Rate				
N 12	METRC	11/05/12	11/05/12	WREG-TV News 3 @ Noon	Noon-12:30pm		:30			NM	1	\$250.00	
		Start Date	End Date	Weekdays				Spots/Week	Rate				
Week:		11/05/12	11/11/12	M-----				1	\$250.00				
N 13	METRC	10/31/12	11/02/12	WREG-TV First News @ 4pn	4-5pm		:30			NM	4	\$800.00	
		Start Date	End Date	Weekdays				Spots/Week	Rate				
Week:		10/29/12	11/04/12	--WTF--				4	\$200.00				
N 14	METRC	11/05/12	11/05/12	WREG-TV First News @ 4pn	4-5pm		:30			NM	1	\$200.00	
		Start Date	End Date	Weekdays				Spots/Week	Rate				
Week:		11/05/12	11/11/12	M-----				1	\$200.00				
N 15	METRC	10/31/12	11/02/12	WREG-TV News 3 @ 5pm	5-5:30pm		:30			NM	4	\$1,700.00	
		Start Date	End Date	Weekdays				Spots/Week	Rate				
Week:		10/29/12	11/04/12	--WTF--				4	\$425.00				
N 16	METRC	11/05/12	11/05/12	WREG-TV News 3 @ 5pm	5-5:30pm		:30			NM	1	\$425.00	
		Start Date	End Date	Weekdays				Spots/Week	Rate				
Week:		11/05/12	11/11/12	M-----				1	\$425.00				
N 17	METRC	11/02/12	11/02/12	WREG-TV News 3 @ 530pm	News at 530pm (M		:30			NM	1	\$2,000.00	
		Start Date	End Date	Weekdays				Spots/Week	Rate				
Week:		10/29/12	11/04/12	----F--				1	\$2,000.00				
N 19	METRC	10/31/12	11/02/12	WREG-TV News 3 @ 6pm	6-6:30pm		:30			NM	4	\$2,000.00	
		Start Date	End Date	Weekdays				Spots/Week	Rate				
Week:		10/29/12	11/04/12	--WTF--				4	\$500.00				
N 20	METRC	11/05/12	11/05/12	WREG-TV News 3 @ 6pm	6-6:30pm		:30			NM	1	\$500.00	
		Start Date	End Date	Weekdays				Spots/Week	Rate				
Week:		11/05/12	11/11/12	M-----				1	\$500.00				
N 21	METRC	10/31/12	11/02/12	Entertainment Tonight	6:30-7pm		:30			NM	4	\$1,800.00	
		Start Date	End Date	Weekdays				Spots/Week	Rate				
Week:		10/29/12	11/04/12	--WTF--				4	\$450.00				
N 22	METRC	11/05/12	11/05/12	Entertainment Tonight	6:30-7pm		:30			NM	1	\$450.00	
		Start Date	End Date	Weekdays				Spots/Week	Rate				
Week:		11/05/12	11/11/12	M-----				1	\$450.00				
N 23	METRC	11/03/12	11/03/12	WREG-TV News 3 @ 6pm	(S6-6:30pm		:30			NM	1	\$300.00	
		Start Date	End Date	Weekdays				Spots/Week	Rate				
Week:		10/29/12	11/04/12	-----S-				1	\$300.00				
N 24	METRC	11/04/12	11/04/12	WREG-TV News 3 @ 5pm	(S5-6pm		:30			NM	1	\$425.00	
		Start Date	End Date	Weekdays				Spots/Week	Rate				
Week:		10/29/12	11/04/12	-----S				1	\$425.00				
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type			
2	METRC	10/29/12-11/04/12		WREG-TV News 3 @ 5pm	(S5-6pm	-----Su	:30		\$425.00	NM			
See MG 24.3													
3	METRC	11/02/12-11/02/12		Prime (rotation)	7-10pm (M-Sa)	6-1-----F----	:30		\$425.00	NM			
Ⓜ MG for 24.2 11/04													
N 25	METRC	11/04/12	11/04/12	WREG-TV News 3 @ 10pm	10-10:35pm		:30			NM	1	\$500.00	
		Start Date	End Date	Weekdays				Spots/Week	Rate				
Week:		10/29/12	11/04/12	-----S				1	\$500.00				
N 26	METRC	10/31/12	11/02/12	WREG-TV News 3 @ 10pm	10-10:35pm		:30			NM	4	\$3,000.00	
		Start Date	End Date	Weekdays				Spots/Week	Rate				
Week:		10/29/12	11/04/12	--WTF--				4	\$750.00				
N 27	METRC	11/05/12	11/05/12	WREG-TV News 3 @ 10pm	10-10:35pm		:30			NM	2	\$1,500.00	
		Start Date	End Date	Weekdays				Spots/Week	Rate				
Week:		11/05/12	11/11/12	M-----				2	\$750.00				

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Flinn, George/R/Congres:	10/30/12 / 11/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 29	METRC	11/01/12	11/01/12	Thursday Prime	7-8pm		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	---T---				1	\$1,500.00			
N 30	METRC	11/04/12	11/04/12	Sunday Prime	6-7pm		:30			NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----S				1	\$1,750.00			
Totals											56	\$25,625.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	56	\$25,625.00	\$21,781.25
Totals	56	\$25,625.00	\$21,781.25

Signature: _____ **Date:** _____

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